Empowering Organizations to Become Data Driven
Speakers

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Sports Philanthropy Network

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Managing Director
UpMetrics
Goals

- Understand why data is useful for organizational initiatives
- Understand how you can begin to take steps to develop a data framework
- Understand how your organization can leverage the UpMetrics platform to show impact and raise funds
Data Drives

- Storytelling
- Impact Measurement
- Program Design
- Fundraising
- Resource Allocation
- Learning
Data Driven Decision Making

Why?
Understanding the Importance of Data

- Power of Data
- Increasing Investment
- Developing Programs
- Driving Impact

How?
Developing a Data Framework

- Define your stakeholders
- Identify your priorities
- Define the dataset and goals
- Access and prepare data
- Spread the word
- Review, tweak, repeat
Why?

Understanding the Importance of Data
The Power of Data

Increase Investment

1. Highlight impact of offerings & budgets to stakeholders
2. Move from subjective to objective
3. Develop empirical evidence for the outside world to see what you see everyday
4. Stakes & budgets are too high & tight, and folks care way too much, to not have data inform decisions
### The Power of Data

<table>
<thead>
<tr>
<th>Participant Increase/Decrease</th>
<th>Attendance Rate</th>
<th>Cumulative GPA</th>
</tr>
</thead>
<tbody>
<tr>
<td>6%</td>
<td>93%</td>
<td>2.82</td>
</tr>
<tr>
<td>-26%</td>
<td>93%</td>
<td>2.39</td>
</tr>
<tr>
<td>-22%</td>
<td>96%</td>
<td>2.61</td>
</tr>
<tr>
<td>41%</td>
<td>96%</td>
<td>2.52</td>
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</tbody>
</table>

### Develop Your Programs

1. Make more informed decisions
   a. Program Design (e.g. offerings, frequency)
   b. Outreach (e.g. age, gender, race)
   c. Budgetary
   d. Personnel & Staffing
2. Move beyond “gut feeling” or “hunch”
3. Confirm/disprove you’re thinking
The Power of Data

Driving Impact

1. Enables you to act on what you discover
2. Helps you ask more of the right questions
3. Help instructors build genuine relationships with participants
4. Discover which instructors are having impacts in what areas
How?

Developing a Data Framework
80% of data analysis is spent on the process of cleaning and preparing the data
Step 1: Define Your Stakeholders

- Participants
- Prospective Participants
- Instructors
- Prospective Instructors
- Board of Directors
- Board of Trustees
- Organizational Leadership
- Community
- Elected Officials
- Partner Organizations
- Fundraising Team
- Advocacy Groups
- Sponsors
- YOU!
# Step 2: Identify Priorities

<table>
<thead>
<tr>
<th>Participants</th>
<th>Why should I participate in Youth Programs?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prospective Participants</td>
<td>Why should I support Youth Programs?</td>
</tr>
<tr>
<td></td>
<td>Why should I continue to participate in Youth Programs?</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Organizational Staff</th>
<th>What is the return on investment of the programs running?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organizational Leadership</td>
<td>Are the program aligned with our organization's mission?</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Instructors</th>
<th>What is the impact of my program on young people?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prospective Instructors</td>
<td>Why am I considering leading a program?</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Parents</th>
<th>What is the makeup of the program?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community</td>
<td>What is the impact in and out of the classroom?</td>
</tr>
<tr>
<td>Fundraising Team</td>
<td>What is the return on investment of supporting this program?</td>
</tr>
<tr>
<td>Sponsors</td>
<td>Is my time being well spent supporting this program?</td>
</tr>
<tr>
<td>Partner Organizations</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Board of Directors</th>
<th>How will investing in these programs improve student outcomes?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elected Officials</td>
<td>What successes have our groups had that we can celebrate?</td>
</tr>
<tr>
<td>Advocacy Groups</td>
<td>What is the return on investment of participation?</td>
</tr>
<tr>
<td></td>
<td>Are the programs improving the quality life in the local community?</td>
</tr>
</tbody>
</table>
Step 3: Define Dataset & Goals

Example Data
- Overall Participation
- Demographics
- Attendance
- Academics

<table>
<thead>
<tr>
<th>Grade Level</th>
<th>Male</th>
<th>Female</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>9th</td>
<td>36</td>
<td>51</td>
<td>87</td>
</tr>
<tr>
<td>10th</td>
<td>64</td>
<td>74</td>
<td>138</td>
</tr>
<tr>
<td>11th</td>
<td>57</td>
<td>42</td>
<td>99</td>
</tr>
<tr>
<td>12th</td>
<td>60</td>
<td>58</td>
<td>118</td>
</tr>
<tr>
<td>Total</td>
<td>241</td>
<td>271</td>
<td>512</td>
</tr>
</tbody>
</table>
Step 3: Define Dataset & Goals

Example Goals

- Student GPA: 2.75 or greater
- Group GPA: 3.0 or greater
- Standardized Test Score Growth: 50 points or greater
- Participants attend 95% of all activities
- Participation goals per different student groups (grades, race, gender, etc..)
Step 4: Access & Prepare Data

- Determine what data your organization is already collecting and storing
- Determine data you would like to start collecting or grouping
- Identify resources to assist with data collection and analysis
- Correlate your data to find insights
Step 5: Spread the Word

Now you have your insights... Where do you go?

- Revisit your stakeholder priorities
- Identify the venue to present your insights
- Develop a schedule to regularly communicate your insights
- Communicate your successes to generate continuous buy-in
- Be prepared for...

  - Questions, feedback, and potential backlash
  - To justify your data collection and analysis
Step 6: Review, Tweak, Repeat

- Analyze current state of organization
- Review last year’s data
- Use prior year’s data to define focus areas
- Develop plan of action
- Begin initial data collection
- Train staff
- Get Buy-in
- Use new data collected to continue or modify strategy
- Close out year
- Begin planning for next year

Identify and Analyze

Strategize

Rollout & Buy-in

Monitor & Adjust

Evaluate

Jun, Jul, Aug, Sep, Oct, Nov, Dec, Jan, Feb, Mar, Apr, May
UpMetrics: Who Are We?

Privately funded social enterprise, with a commitment to working with nonprofits and funders around data collection, analysis and impact reporting.

#dataforgood
Our Story: How Did We Get Here?

2015
Launch
UpMetrics created via family foundation investment to service nonprofit service providers within low income communities

2016
Partner Approach
Engagement tracking tools and consulting services provided to lead partners across the U.S.

2017
Foundation Clients
Secured first foundation client to help align the impact sector around data-driven approaches

2018
Scaling Up
Hit the 1,000 partner organization mark and expanded beyond K-12 to empower any nonprofit and funder with analytics

2019
Advanced Analytics
Launched robust impact analytics platform with lead partners to advance data-driven decision making and storytelling
1.5K+ Impact programs & funders trust us
Thanks to a combination of technology & services

Impact Analytics Online Platform

DeCAL Methodology

1. Define
2. Collect
3. Analyze
4. Leverage
Your journey with UpMetrics

1. Define
2. Collect
3. Analyze
4. Leverage
Goals

Goals are the important objectives you want to achieve and track progress towards.

Example Goal:
- Become a better friend in 2020
Indicators

Indicators are selected metrics that you leverage to track progress towards your goals over time. Each indicator has a baseline and a target.

Example Indicators:

- Send 25 birthday cards this year
- Host 12 dinner parties this year
- Avg. Friend survey rating of 9.0
Data

Data is the information you leverage to calculate indicators. Each data point comes from a data source with a specific update frequency and upload process.

Example Data Sources:
- Excel tracker (birthday cards)
  Manual CSV upload
- Google Calendar (dinner parties)
  Manual progress updates
- Data Collector (friend ratings)
  Updates in real time
Stories

Stories are qualitative data that give context to the quantitative data in your indicators.

Example Stories:
- “I helped my friend Sara prepare for her upcoming job interview.”
- Picture from a virtual dinner party I hosted while friends and I are sheltering in place.
All Together

Collecting progress updates and stories for each indicator allows you to understand and communicate your impact.
America SCORES NYC

The mission of America SCORES New York (ASNY) is to empower students in urban communities using soccer, writing, creative expression, and service-learning. With teamwork as the unifying value, we inspire youth to lead healthy lifestyles, become self-sufficient, and be the cornerstones of change.

Goals

1. **Improve Academic Outcomes of SCORES Participants**

   **PROGRESS**
   
   88%

   1 Indicator
   Up from last week

   88% SCORES Participants that are Proficient in the ELA Exam (Target: 50%)

   Stories

   - Celebrating Sport with The Embassy of Qatar and Col...
   - 2019 in Review!
Featured Impact Profiles

LEO
CATHOLIC HIGH SCHOOL

THE ACE PROJECT
BUILDING STRENGTHS, EMPOWERING COMMUNITIES

AMERICA SCORES
New York

CHICAGO RUN
### Next steps

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<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>1</td>
<td><strong>Sign up for UpMetrics Lite for free (thru 2020)</strong></td>
</tr>
<tr>
<td>2</td>
<td>Watch the onboarding videos (10 minutes total)</td>
</tr>
<tr>
<td>3</td>
<td>Set up your goals, stories, and public profile</td>
</tr>
<tr>
<td>4</td>
<td>Access the Help Center for how-to’s and best practices</td>
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Stay in Touch!

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- @vinaymulllick
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